

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. II, NO. 14

Boyes Hot Springs, Calif.

Friday, Oct. 5, 1956

By Mail: \$1.29 per year. Pickup, free.

Ye Editor's Birthday is about ripe in the Valley of the Moon

Kinda pleased this week—tickled pink, in fact—because of several new paid subscriptions (one to Utah, one southern California, and several back east), indicating more and more readers have decided they'd share their enjoyment with friends and relatives back across the mountains.

Then we've got some more ads—entirely unsolicited—but they keep on coming in. What would you do? Tell you what: If we get just one new additional ad, next week we'll start using a new format—not so much white space between each line, thereby enabling us to get more words and more lines in the same overall space.

You've Still Got Time to visit us during Grand Opening week. Door prizes, special values, new stocks. VALLEY WATCH REPAIR.

And this week is Newspaper week—observed throughout the nation in various ways. Some papers get out a special issue. Moonbeams just goes along in its easy-going way, trying always to produce an interesting little paper—at no cost to you—unless you want it by mail. In that case, get in touch with us. 8-4500.

ESPOSTI'S LUNCH ROOM, Feters, Hiway 12. Home-made Soup. Sandwiches, Hamburgers, Fountain, Wine if you wish. Drop in.

And we've found that Bill Russell is a damgood painter. He and his crew fixed us up in almost nothing-flat, and our house now looks better than it ever did, so our friends and neighbors tell us.

Bill has an efficient crew, does work for all the millionaires thru-out the Valley, and does a good job at a most reasonable price for those of us who don't have or get the big money.

MRS. KAY solves problems of love and marriage, business, careers. Reasonable charges. Across from Woodleaf, Plaza Bldg., Boyes.

Then G. W. Romwall, who has two bachelor brothers living here, came up from his post on the San Leandro Daily News and wanted us to pose for pictures. Which we did. Just maybe we'll have our physzog appearing in the bay area papers, maybe more far afield. It makes us so mad!

BROADWAY CAFE, Sonoma. Park in back, enter off East First. Extra specials all week. Pop and Mom Medros. Take-out license.

An Oregon paper, noting a report stating that more and more women are working, muses: "White man finding Indian no fool."

OUR RESORT, El Verano. Harvey and Melina. Stein Club headquarters. Draft beer, mixed drinks. Friendly place, always.

Our good friend Bud Vise, who has operated a garage alongside the highway at Calle del Monte for the last year, has a new location, in Sonoma Vista, and is now back in active operation. In a week or two he'll be selling gas and oil, so he'll have a complete station. With all the new homes going in at Bel Aire, and with so many people knowing what a whale of a service man he is, Bud should do well in his new domicile.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

Just told Junior Zan, editor, publisher and office manager, that on November 7 we won't be worth a damn as a typesetter—'cause we'll have been up all night listening to the election returns. AND collecting on our election bets. And of course we're betting on Ike all the way, with republicans in California winning in the minor posts. Not sure the repubs will garner the congressional and senatorial posts elsewhere but the situation is fluid, and we make no bets on those.

MENDÉL'S CAFE, Boyes Plaza. New ownership. Finest food ever, along with congenial atmosphere. Cocktail bar. You'll like!

Then there's Bart and John Seman, who one year ago took over the Junior Rabben resort in Boyes. The Semans came here from Madera, and have made a lot of friends in the Valley in the ensuing year.

For their birthday celebration they'll serve a buffet supper, serving starting at 8 p.m. this week Saturday. And—everybody's invited to join 'em. Drop in.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

A local secretary says: "Suspicious wives serve one good purpose, anyway. If it weren't for them, unattractive secretaries would never get jobs."

Family Style Chicken. All you can eat, \$1.75. Best Italian Spaghetti and Ravioli. **BUNNY'S CAFE, 2135 Mendocino, Santa Rosa.**

Oops! And here comes our own birthday, 'way back here. Will admit we'll be at least 48—and that's all the admissions. Back a few years we always had an open house, but things (location, etc.) have changed a little. This year we'll probably take the wife out for dinner (she says she'll pay for it), and just settle for a real quiet observation. Want to join us? For a little while?

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

A professor at a Tennessee university says there are 75 ways of cussing. Under such a limitation he couldn't even get started running a newspaper and print shop.

RUMMAGE SALE—Men's overcoats, suits; gas range with trash burner, \$10. Many other items. Sonoma Valley Imp. Club, Mountain Ave., Fetters Springs. October 8-11.

So much interest in the election, we must say something—even though the voting is 4½ weeks away. The Dems got off to a good head start, but the Ike forces are now catching up, and even going a couple hairs ahead.

Our own prediction: Ike to win, at about the same leeway he had four years ago. He may not get a republican congress, though it's possible. All republicans for the higher offices will win in California.

That's how it looks to us right now. Anybody want to bet?

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

That Vintage Festival (first one we ever actually looked over) struck us as something pretty fine. Some people said it's retrogressing.) The traffic in Sonoma Sunday afternoon was terrific—the heaviest we ever saw in the Valley. Practically every group with a concession made money, and the customers were pleased and interested.

Noticed Tuesday on Garraway's early morning program that they had movies of the festival, and that's good.

The executives who had charge of the affair are entitled to a lot of credit for having put on and over a wonderful local celebration.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Like an old-fashioned fish fry? One's on tonight (Friday) at the Rustic Inn in Glen Ellen. Gunner and Ruth invite you, serving starting at 8. It's a habit at the Rustic during the colder months to hold a fish fry about once a month, on a Friday.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEBster 8-2686.

Considerable doings at Rozario's Palms Inn of late. Mrs. Hank Sneed has been signed up as piano player and is on the job regularly. She can play organ, too; appeared at Guidotti's in Santa Rosa and many other night spots.

There have been several large gatherings at the inn, including the V-10 Boosters club of Northern California for two days, with a buffet lunch and golf tourney, over 100 guests. Walt Whitney was entertainment chairman and Grant Barcus golf chairman.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Well, we did all right in picking Michigan State to trim Stanford last week. This week the Staters play Michigan, which is something else again. It's the "big game" in the midwest, but we'll still have to stick with Michigan State. (We're not an alumnus, but worked across the street from the university (it used to be "college") for something like 10 years.)

But on pro football we're a little skeered. Suspect but couldn't prove that it's almost as phony as wrestling. They certainly do win and lost just right so great big gates is built up in the late season. So we lay off on pro football.

BOYES SPRINGS FOOD CENTER. One-stop Market, conveniently arranged for fast get-through. Vegetable and fruit specialists.

On the current World Series we're still a bit leery. Only have one bet, and not sure we picked the right team.

JIM'S FINE MEATS, at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

From the Lion magazine: A reporter had been sent into the hills to run down a resident who was supposed to be a super-marksman. All over the region, on trees, fences and walls were target bull's eyes with holes in the dead center. But the reporter was surprised when the dead-shot turned out to be the village half-wit.

"You certainly are a sharpshooter," the reporter said. "How do you do it?"

"Easy as pie," answered the dim-wit. "I shoot first and then draw the circle."

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in. SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

Your overnight guests will appreciate your bringing them here. It'll be their home away from home. FLORAY COURT, Feters.

Did we tell you we received our "commission" as a Colonel in the Confederate Air Force? Here's a portion of the profuse reading matter, complete with gold seal: "Colonel E. A. Little, CAC, who has attained this distinguished rank by virtue of his unusually high regard for blackeyed peas, turnip greens, hog jowl, sowbelly, pot likker, grits, chittlins, and corn squeezins. As an officer of the Corps he will praise the glories of the Deep South, pay homage to our lovely Southern Belles, save his Confederate money, harass the carpetbaggers, and always remember that damnyankee is one word."

It's a complete food market—groceries, meats, beverages, dairy products—everything. BOYES SPRINGS FOOD CENTER.

**HAMMOND LUMBER COMPANY, Boyes Hot Springs
Get your Lumber, Hardware, Building Materials, right here.**

There are anyway two ornery men in the Hot Springs. Last Sunday one San Franciscan living here this summer refused to let the volunteer carpenters working on the new recreation building at the district park, with the Lions club doing most of the work, hook on to his electric outlet so they could saw a few boards. In fact he almost ruined the whole setup. Total cost to him wouldn't have been more than 15 cents, which the Lions were prepared to pay! And up on a street which has few turnouts one man's driveway was used, likely too often to suit him, so as to turn a car around without driving a block or so farther. What'd he do? Placed big cement blocks so close together that only he could use the driveway with any success. Bet he doesn't actually own the driveway either.

JUNIOR RABBEN (maybe ELIZABETH) will welcome you at the BOYES SPRINGS RESORT. You can get a bite to eat, too.

POWDER BOX BEAUTY SHOP, Boyes Springs. More and more women are finding it the TOPS for beauty enhancement.

Friend of ours bought a box of El Toros recently, smoked a half dozen and gave the remainder of the box to us. He hated them. We rather like El Toro, "the Bull." Used to buy them 20 years ago, tho at that time they were much blacker than today.

GLEN ELLEN LIQUOR STORE. Complete selection of fine wines and liquors. "SLIM" WALLACE. On Arnold Drive.

CHRYSTAL'S SMART SHOP. Plaza, Boyes Hot Springs. High Style Women's and Men's Apparel. Smart accessories, too.

Heard a pretty good one. Wife of a confirmed fisherman defined a fishpole as "a long stick with worms at both ends."

You'll always get a good haircut at TONY'S BARBER SHOP, on the Hiway, Boyes Hot Springs. Let's get acquainted.

that rate, we'd rather expect to see more dams built up and down the river.

And that will mean eventually some mighty good fishing, boating, bathing, water sports—all nowadays "musts" for any community which appeals to the vacationer. With the new recreation building nearing completion, with plans under way for beautifying the potentially attractive park and picnic grounds, every business house in the Valley will benefit in some proportion.

For Dependable Meats, see GEORGE, at Boyes Springs Food Center. Top quality. Try us this week.

EL DORADO HOTEL, Sonoma, welcomes your patronage whenever you're in town. JOHNNY MERLO.

Driving through a dense fog, a motorist decided to play it safe and just follow the taillight of the car ahead of him. For a full hour, he drove without worry. Then suddenly the taillight disappeared and the two cars bumped. "Hey, yelled the man in the rear. "Why didn't you put out your hand when you stopped?" "Why should I," was the calm reply. "I'm home—in my own garage!"

GALLO'S CHEVRON SERVICE, Boyes. Expert mechanic on duty. Chevron Gas and Oil. Tires. Batteries. SERVICE.

C O G CLUB is a friendly sort of place, with good mixed drinks and congenial companions seeking contentment. Come on over.

Wonder if somebody will get smart and launch a few bus excursions to 49er football games this year? Not too many years ago that was rather common, and one or two big buses could always be filled for a specified game. Learned something of human nature on one of these trips. Coming home, and stopping at a roadside tavern, one of the Valley's leading citizens proceeded to buy a drink for everybody who made the trip. 'Course he had money. He ordered another, then another. Asked him why he did it, and his reply, "Because it's my pleasure," added something to our general knowledge of people.

FIELDS' UNION SERVICE, Main Corner, Boyes. It's convenient, and you'll like the expert service you get here, always.

LARSON'S LIQUOR & SPORTING GOODS
Headquarters for CHUCK WAGONS

Have had a suggestion that we quit inserting those two-line ads between paragraphs. Answer: The advertisers really make this Moonbeams possible, and we in turn want the ads read, and some business created by them. If the ads were all bunched on the last page, for instance, we're pretty sure they wouldn't be very well read. You wouldn't pore through them, would you?

OUR RESORT, El Verano, should be on your visiting list—often. For yourselves and your guests. MELINA and HARVEY.

RUBBER STAMPS made to order. **CARL O. DRESEL**, 442 Betten-court St., Sonoma. Call **WEBster 8-4160**.

Comes a grand opening at Mendel's Cafe, Boyes. New owners are Phil and Margie Provenzano. There's a smorgasbord Saturday evening, Oct. 6, and you're invited to drop in, share a little provender, and really get acquainted.

Curious status at Mendel's. Because of certain legal commitments, they're not allowed to advertize their wonderful pizzas. For another six months or so.

FIRESIDE LODGE, Hwy. 12 west of Sonoma. Barbecued chicken, steaks, ribs. New management. Friendly, homelike. Drinkables.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

The Stein clubbers had a big fish fry last Friday at their headquarters at Our Resort in El Verano. About 40 salmon steaks were on tap, coming from the Plaza market in Sonoma.

THE CHICKEN HOUSE (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 u. m. Best fried chicken and steaks in town. Try us. **RAY'S SIGNAL SERVICE**, Arnold Drive at Cecilia, Eldridge. Good Gas and Good Service always. Complete Grocery department.

Boyes boulevard now has some kind of a top dressing, but we don't really think it's a completed job. They've been working on the project since the first week in May (actually a three weeks' job) and we're all hoping it might be finished by cool and rainy weather. On the good side, it will be a wider, smoother road than we've ever had down that bottleneck street.

YELL'S ACRES NURSERY, in the heart of Glen Ellen. Specialists in Dahlias, Fuchsias, Tuberous Begonias. Make selections now.

TOWN HOUSE SUPPER CLUB, Glen Ellen. Superb food served in comfortable surroundings. Cocktails. Worth your visit—anytime.

We lose our dark auxiliary glasses so often! Last time they were lost at the postoffice. But if you ever see any lying around, undoubtedly they're ours. Please note!

FIELDS' AUTO REPAIRS, next to Texaco, Fetzers Springs. Repairing all makes. Work guaranteed. Charges always low.

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

Let's talk about restaurant bread. In most of the ritzy places they serve french bread, sometimes garlic bread. But it's not for us. If they'd only put out some rye, maybe graham, and white, or some hot cloverleaf buns, or something, we'd like it. But that french stuff makes us a little on the non-enthusiastic side. What to do!

Somebody or other has done a good paint job at Paul's Resort. The main structure is now a brilliant yellow, and it shows up mighty well.

WOODLEAF MARKET, Boyes, for lowest prices in the Valley. Fast, efficient service, and quality products are stocked in quantity.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Have you noticed, since the change in time, that it's almost light when you wake up. And it gets dark considerably earlier in the evening than you're used to. Maybe, sometime, they'll get smart, and give us a time zone that stays the same the whole time. Speed the day!

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Trueman's Watch Repair's grand opening may have been garbled a little bit by us and other papers. Grand Opening has been going on all week, but the climax comes Saturday, at 3 p.m., with door prizes, reduced prices, and general congeniality rampant. Drop in this week yet.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Your editor (honestly) is competing in a puzzle contest running in the S.F. News. About half way through now, and doing all right, though the puzzles are getting tougher each day. Still not sure we'll win anything, but as a pretty good boy on geography, we'll continue to be in there pitching!

BOYES VARIETY STORE—where you'll find those hard-to-get items. Everything for school, sport, your house, garden and yard.

Got straightened out on the 1923 fire truck now ensconced at the Boyes fire house. It was originally purchased by the local Lions club, but because of insurance and housing problems, it turned the car over to the fire department, with two provisos: It may be used by the Lions whenever they want it; and it can never be sold, else it will revert to teh Lions. So that's that.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

HOOKE OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

SONOMA FURNITURE MART, Broadway. A new department: Imported Gift China, Giftware, Ceramics for every purpose.

Read a little sermon to editors, by somebody or other, who said we should keep harping on peace and light, and put a soft pedal on any complaining. He's somewhat right, of course, but as long as there are things that need correcting, we'll likely continue complaining. In the long run, something gets done. (Illustration: Now they say we'll have some watershed improvements—dams, flood control, higher water level, etc.) along about 1958.) We've been fighting for this for a number of years.

BANCROFT NURSERY, Sonoma. Time to plant bulbs, shrubs, trees, Fertilize, too. And we've got cut flowers, potted plants.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

Starting next Monday, Oct. 8 through 11, the Sonoma Valley Improvement club will be conducting a rummage sale at its clubhouse on Mountain avenue, Fetters Springs. There's a lot of mighty good bargains, like a gas stove with trash burner for \$10; men's suits and overcoats, and all sorts of stuff you can use, at bargain prices. Look over the stocks, and buy a little.

RAY'S WRECKING YARD, 1216 MacArthur Blvd., Sonoma. Bring your wrecks to us. Come here for repair parts, all makes.

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

Ed Reedy, accountant extraordinary, has a new machine in his Boyes Springs office. It's a "secretary," and given a sheet of paper, all filled out with figures and statistics, it will produce it in duplicate, as many copies as you want, in a fraction of a minute. Comes in mighty handy under certain conditions. Make him give you a demonstration.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

Valley Review has a 10th anniversary October 12. We're kinda in on it, too, because we started that worthy paper. Arrived here on September 30 in 1946, got a woe-begone place to live in till we started in building a house on Baines avenue, and in just 12 days had a newspaper published and circulating. Not one single paid subscriber that day, but they started coming in—and now look at the Review! You might, also, look at Moonbeams!

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Deer hunters! Up in the northern counties, most of them got their deer. Had one steak so far from Art Glover, with more promised. Latest flash! Ben Fruitt, George Helen and Bud Vise each were successful, in Humboldt and Trinity. Bill Gibbons and Vic Painsks went along. Al Oerding and party came back with venison aplenty.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. **THE INSKEEPS**.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

Lions club has been busy.

They'll go by chartered bus to Reno October 27-28.

The club did all right with its "game of skill" at the Vintage Festival.

Charter night (ladies' night, too) is set for November 26.

The club is considering help for the Animal Haven in Glen Ellen and the new district hospital in Sonoma.

Lions annually sponsor a Halloween party for the kids, centering at Boyes Springs Food Center. Babe Gallo heads the committee this year.

And Murgatroyd has been replaced by a smaller pig, which will be turned over to and delivered to the Napa Lions in a week or two.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

A Los Angeles columnist: "Oh, if I'd only kept my big mouth shut! Here I've been telling my children all these years that you just can't, can't, put any more into a container than it can possibly hold; and along come a lot of women dressed in treader pants to make a big liar out of me."

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

LITTLE SWITZERLAND, El Verano. A Saturday night and Sunday afternoon "must" especially when you have visitors. Real Swiss.

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